

THE EVERGLADES NEWS

Serving The Vast Okeechobee Farming Area.

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Paul Rardin . . . Editor and Publisher

Four months and one day until Christmas eve. Do your Christmas shopping early.

Vacation period will soon be over for Palm Beach county youngsters. We predict another successful school term for 1940-41.

Belle Glade voters will go to the polls on September 10 to choose two city commissioners. The incumbents have opposition which may bring out a big vote.

The recently organized Lake Harbor civic club is getting down to business. They are laying definite plans for the coming year. More power to the young organization.

One by one business men and growers of this area are adding their oke to the idea of an Everglades Chamber of Commerce. We may see such an organization in the not too distant future.

Continued and steady growth in the Lake Region is evidenced by the many new homes and business places being erected. Some day there may be a population of 50,000 from Port Mayaca and Moore Haven.

Five weeks from tonight Coach Frank Hobson's Pahokee Blue Devils go into action against Mulberry in the season's opener. Eight home games have been scheduled for Lair field—and we'd guess that the Blue Devils will win their share of the encounters.

Many cars returning from Georgia vacations have "We Want Talmadge" signs galore on them. Georgians may re-elect the toothed-haired, red-suspendered Cracker again in the September primary. He has tough opposition in the governor's race—but Gene is a scrapper.

We see where Editor Tate Powell of The Baker County Press is supporting Alvin Nix for governor of Georgia. Editor Powell was on the right man for governor of Florida in the past primary but we believe he's picking a loser in the Georgia race. From here it looks like Talmadge again.

The governor-elect of Florida is acquainting himself with his constituents during the remaining days before he takes office. His appearance at various meetings leads his supporters to believe that he is sincerely interested in the wants and needs of the Florida citizenry.

TOO LATE TO CLASSIFY

By Russell Kay

Well, Republican Willkie certainly made a mighty fine "Democratic" speech. National politics is getting so backslashed and scrambled that it is hard to distinguish one party from another. In any event it is evident that Mr. Roosevelt has an opponent worthy of his steel and while Willkie has a rough and rugged road to travel, it isn't going to be a bit worse than the one Mr. Roosevelt faces.

It seems that Wendell meant

just what he said when he wise-cracked awhile back about wanting to meet the "Champ." He might possibly be given such an opportunity if it could be arranged in the form of a radio debate, but I doubt if the President would accept the invitation to meet him on the stump.

However, the President has done just about everything possible to make it an even match. In picking Willkie as a running mate he certainly handed the Indians boy a swell break.

One thing I liked particularly about Mr. Willkie's address was the fact that he didn't try to "ouste" Mr. Roosevelt. He just stood up on his hind legs and popped off in a straight, from-the-shoulder fashion. He didn't mince words or hint and how he came right out with it.

He evidenced genuine courage

ADVERTISING PURGES ITSELF

Down through the history of the United States, only a few advertising rogues have thrived, and those only for short periods.

There was a time, 100 years ago, when capable physicians were rare in this country. People dosed themselves, both with dreadful concoctions made from their gardens, and with patent medicines from the store. Then arose a swarm of nostrums for the "cure" of every disease. These nostrums slew their thousands. Many of them existed for no other purpose than, as has been said, "to make ailing women happily drunk."

But the advertising of such pain-killers and fool-killers was thrown out by most newspaper and magazines at least 60 years ago. As good doctors became more common, the thirst for patent medicines abated. In their wake came the quack doctors who preyed on women's vanity, wily scoundrels who offered perpetual youth in the form of lotions and creams.

But the success of any article sold in packages depends, of course, on repeat orders. Few if any lasting fortunes have been made by lying proprietors of cosmetics. Women buy only when they notice no results, except perhaps a rash or eruption, they do not buy again. Most of the permanent advertising beauty preparations are made of ingredients which and dermatologists will tell you are good for the skin. And reputable department stores and drug stores, in recognition of their responsibilities to their customers, will handle no beauty preparation to which women on the mass are allergic at all.

What is true of cosmetics and other packaged goods is also true of everything you see consistently advertised. An advertisement in the papers is possible only if it is to try to deceive. Deception doesn't work and doesn't pay.

FLORIDA THRILL

There's nothing more soothing to weary nerves than strolling through Florida and dealing with it as it looks into rage and looks like a wild calf.

Any fisherman worth the plug of the end of his line is always positive that the next cast will bring a big one. Even after fishing for hours without a strike, the ardent angler will turn homeward with the taunting thought that perhaps just one more cast would have brought luck.

And yet, when that delicious tightening of the line occurs and there's a terrific churning of water around the plug, the normal angler is surprised. No matter how drowsy he has become, he springs into action immediately, possibly kicking over a tackle box and throwing his nerves tingling, his muscles taut and his eyes beam- ing.

Such an experience helps to prove that Florida is a big slice of paradise.—Lake-land Ledger.

and showed good common sense in frankly admitting his relationship with big business and in freely and openly discussing his German ancestry. He was smart enough to know that facts would be thrown in his face from the start of the campaign, until its close, and by beating the other fellow to the punch he went a way toward offsetting such propaganda.

"As near as I could interpret his talk, it seems Willkie approves of a good portion of the New Deal program. He and the President see eye to eye on the matter of subscription and lending arms and efforts of the New Deal, but don't like the way they go about accomplishing them. In short, Willkie comes to the fact that he can reach the same objectives and at the same time effect real economy in government and eliminate much of the red-tape and burdensome bureaucracy; he would endeavor to step up industrial activity, substituting PDG for WPA and at the same time effect economies which would spell COD instead of IOU."

Another point he brought out was that hurling verbal insults at the detractors of his party's policy when he was not in a position to back up our remarks. He also contends that the administration has not been frank with the people in acquainting them with the true situation, and pledges himself to a policy of absolute frankness in this regard.

One thing certain, Willkie's talk was decidedly UN-Republican and it is evident he was speaking more for himself than for the party. Of course there is a possibility that the party has reformed and is now presenting a new set of policies. "New Dealism" as advocated by Mr. Willkie. In any event, the campaign promises to be one of the most interesting in the history of the two parties. At the moment it looks like a nip and tuck affair, with both sides pretty evenly matched.

It's a long time until November and a lot depends on what happens between now and the election. While Mr. Roosevelt hasn't any Hoover or Landon to deal with in this case, he's still the

"Champ" and carries a lot of "box office."

An invitation received this week from my good friend, "Haskell Cole" informs me that as one of twenty "Grandes" and participants in the centennial celebration to be staged in St. Augustine, September 7-8-9, in observance of the 375th Anniversary of the Founding of the City.

According to Harold's letter, my costume, whiskers and all, will be furnished—but I'll have to bring my own horse. The last time I rode a horse the darn critter got sick to his stomach or "colic" and the "conjuror" sent me "flyin' thru the air with the greatest of ease."

Maybe it's a good thing I gotta be in New York for Florida Week at the Fair on that date?

FULLER'S FULMINATIONS

by Fuller Warren

Although Will Rogers' writings were almost universally read and enjoyed, he was much more noted as a speaker than a writer. He could put a lot of stuff into his speech that could not be reduced to print. As a speaker he had more or less than the study of the speakers of all ages. I can say that no man throughout all the times of time has ever been endowed with such universal appeal as a speaker. It is said of the Savior that "the common people hear him gladly." Not only the common people, but all other kinds of people heard Will Rogers gladly. And he had such appeal as a speaker, not by reason of his public position which he held; his own matchless genius, unequalled and unrivaled, gave him his hold upon his hearers.

His Sunday night radio speeches were probably heard and enjoyed by more people than ever listened to the voices of any other man. It is impossible to estimate the influence he exerted upon the people of this country with his Sunday night broadcasts. Most everybody you met on Monday morning had something to say about Will Rogers' Sunday night talk. The broadcast of this kind exert a tremendous influence upon the lives of the people, but I think it can be truthfully said that Will Rogers was heard by more people on Sunday nights than listened to all the pastors in all the pulpits of all the religious denominations in America. Surely he was endowed with a genius that was never vested in any other man.

To me Sunday nights will never again be what they were, now that Will Rogers is no more. There was no subject too big or involved for his tract in his quaint, unique and fascinating way. He could express in understandable language thoughts which most everybody had been thinking, but which nobody was able to put into the right words.

I shall never forget the tender touching words he spoke over the radio when Knute Rockne was killed in an airplane crash. Nearly everybody felt keenly the loss of Rockne, but one but Rogers could express the feelings of us all in the true language of sorrow.

When the Shennandoah was lost, the Rocky Mountains last year with a load of passengers and pilots and the whole nation was filled with grief and anxiety. Rogers made one of his Sunday night radio talks that had more emotion than any words I ever heard. At one point in the speech when he was discussing the young loss on the Shennandoah, with which he had talked in California the day before the disaster, he spoke in a very broken voice that indicated his own grief was almost more than he could bear.

As a movie star he was securely and prominently at the top. In a profession that commands the highest salaries and the best talent, he led all the rest. I don't believe anybody ever went to see one of his pictures and went away disappointed. Just to be the greatest movie star in the world, which he was, is something right by itself.

With his combination of talents as a writer, a speaker and a radio star he did a tremendous amount of good. He did much to keep the people laughing instead of crying during the terrible years of depression. It is very probable that the great, humane and cheerful philosophy have prevented many persons from committing suicide during the famine the people have endured since 1929.

The career of Will Rogers is more than unique. It is a new chapter in human experience. No man in any age in any nation has ever occupied such a unique, extraordinary and unparalleled position as Will Rogers did in the United States. He had no prototype and there was no precedent for the place which he made for himself in this country. This nation has been prolific in its production of extraordinary, unique

and distinctive characters, but in its history and a half of existence as a government, it has developed no one who can fairly be likened unto or compared with Will Rogers. No private citizen in the entire eventful history of this nation ever won a fame so fadeless or linked his name so securely with immortality.

When I started writing this column I realized how little it was for me to try to write about Will Rogers in the way that he deserved to be remembered. And now that I have almost finished, I realize most keenly how far short I have fallen of writing what I would like to have written.

John Temple Graves spoke of Henry Grady what I feel about Will Rogers, when he said, "If I should seek to touch the core of all his greatness, I would lay my hand upon his heart. I should speak of his humanity, his almost inspired sympathies, his sweet philanthropy, and the noble heart that beat like a silver current through his life. His heart was the furnace where he fashioned all his glowing speech. Love was the current that sent his silver sentences pulsing through the world, and in the honest truth of his human sympathies he found the shining pathway of his fame. In all the glorious gifts that God Almighty gave him, not one was ever bent to willing service, in an unworthy cause. He lived to make the world about him better. With all his might he helped to build a happier, heartier and more wholesome sentiment among his fellow men."

"It is no exaggeration to say that the humblest and the highest, the poorest and the richest, all clung, color and creed, with an

unshakeable sorrow, mourn his death as a public calamity. It is no exaggeration to say that no man lives who can take his place."

Laugh and the world laughs with you. Why? Not when it is just as funny as you are.

WANT ADS

RATE—1¢ a word, 25¢ minimum, strictly cash in advance—col or stamps.

WANT TWO FURNISHED rooms in Canal Point for couple who will be employed in Canal Point the year round. Anyone having such rooms for rent in Canal Point please call 2661 or stop by The Everglades News office.

FOR SALE: Foinmetta Plants for Christmas blooming 25 cents to \$2.00. Monroe Pope, Canal Point, Florida.

FOR SALE, 4-5 Rooms of new furniture including electric stove and refrigerator. 62 1/2 Main Street, Box 21, Pahokee, Fla.

TRACTOR FOR SALE: 4-McCormick-Dering 720 Crawlers tractors with 20" track in good condition reasonable. Smith Tractor Co., Ocala, Fla. A30

SECOND-HAND AND USED FURD AND FIXTURES LARGEST STOCK IN DADE COUNTY What Do You Need? We Have It! Second-hand, used and new plumbing and plumbing fixtures—electric goods and motors—water pumps (all sizes) gas engines, water and soil pipe (all sizes) and fittings.

PLUMBING PUMP ELECTRIC DEPARTMENT GRAY'S FISH HATCHERIES Phone Golden Beach 2561 OCEAN, FLORIDA

CANAL POINT METHODIST CHURCH
Rev. M. O. Stawson, Pastor
Rev. Glenn Boye, Supply
Church School 10:00 a. m.
Morning Worship 11:00 a. m.
Young People's Service 7:30 p. m.
Evening Worship 8:00 p. m.
Mid-week Prayer Service, Wed. 8:00 p. m.

CANAL POINT BAPTIST CHURCH
S. B. Jordan, Pastor
Sunday School meets at 10:00 o'clock. Classes for all.
We have the combined Sunday School and preaching services which last one hour and a half.

The Young people will meet in Training Union services at 7:15 P. M. Preaching services follow making the evening services combined also.
Mid-week prayer services will be held at 8:00 P. M. Wednesday evening.

INSURANCE
EVERGLADES INSURANCE AGENCY
Phone 2581 Pahokee

Summer Specials

Two 20c Tubes Colgate

Tooth Paste

29c

Two 25c Tubes Palmolive

Shave Cream

Lather or Brushless

33c

JULIAN CHANDLER'S

Phone 3061 Pahokee



P. P. DEMOYA

Sunshine Service Manager of PAHOKEE

Here's a man who knows a lot of answers—answers to questions that are important to every user of electricity. Do you want service—prompt, dependable, courteous? Do you have a complaint that you want taken care of quickly and cheerfully? Do you want accurate information? ASK HIM!

From the moment you request electric service at your house, the Sunshine Service organization is on the job. We try to see that it's connected promptly, always ready for your use day and night—as dependable as human skill and fine equipment can make it. We also want to help you get more benefit from its use.

MR. DEMOYA SAYS:

"Your questions, your suggestions or your complaints will receive prompt, courteous attention—and we're always glad to have you drop in at our office."

"Unless you've asked about them, you probably don't realize how many Plus Services we provide without cost, and how many ways we can be of service to you. Whether it's a question about appliances, electric cookery, lighting, wiring, installation of service or anything else related to our business, it will be a pleasure to sit down with you and give you the information you want."

SECURITY IS CHEAP

Service Sam Says: "See Modern Electric Appliances at Your Dealers"



YOUR STEPS TO BETTER HEALTH

PERFECTLY PASTEURIZED MILK BUTTERMILK
HOMOGENIZED VITAMIN D MILK
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SWEET CREAM SOUR CREAM
COTTAGE CHEESE
SALT AND SWEET BUTTER
FRENCH ICE CREAM (All Flavors)
ICE CREAM AND FANCY MOULDS

Sole Distributors for
PENNOCK'S Certified MILK
"Six to Seven"
NOW 16¢ PER QUART DELIVERED

ALFAR CREAMERY CO.

WEST PALM BEACH BELLE GLADE

**THESE THINGS HAPPENED
IN THE LAKE REGION
15 YEARS AGO
AND WERE RECORDED BY
THE EVERGLADES NEWS**

C. E. Heidel is picking his first crop of pineapples. They are of good size, around four pounds and excellent quality. He will plant quite a few more this fall.

John Anapau and Ross Winn went to Rutia, Friday to meet the governor and his party.

Frank Friend this week plowed the L. N. Sims land in Canal Point south of the canal that J. C. Cone farmed last year and will farm again this season.

It looks as though all if we were again to be isolated from the world. The closing of the road along the Palm Beach Canal cuts us off from the coast by truck and auto, and orders have been issued to close the locks and not let another hyacinth through, which means that very soon it will be impossible to get out that way by boat.

Mr. and Mrs. Rawls and Mr. and Mrs. Furman Denton of South Bay

came home from a trip to the beach so badly sunburned that they were hardly recognizable.

Thomas Dixon, Dr. D. S. Spooner and Henry Larimore report good fishing at Sand Cut.

The dog tax law is being enforced in Pahokee by the town marshal.

G. C. Cranford last week went up to Okeechobee county to L. D. Davis' saw mill to have framing material saved for The Everglades News building and other jobs.

Election of officers for a new



TORRID ZONE TRIO—James Cagney and Pat O'Brien, stars of "The Fighting 69th" and Ann Sheridan, the sensation of "It All Came True," are all together in "Torrid Zone," at Pahokee, Sunday and Monday, at Belle Glade, Saturday Late Owl Show, and on Tuesday.

term took place at the meeting of the Canal Point Woman's Club held, Tuesday afternoon at Brigham's Cafe, where Mrs. C. E. Brigham was hostess. Mrs. W. A. Adams was chosen president, Mrs. W. J. Thomas, vice-president, Mrs. Grady Raborn, secretary, Mrs. A. E. Sasser, treasurer and Mrs. Charles R. Baker, press reporter.

The American Light & Power Company is being urged to extend power lines into the Everglades from Okeechobee and Stuart, where it owns electric light plants taken over a few months ago from the Southern Utilities Company. If the action that is sought is taken service will be rendered to Pahokee and all of the towns on Canals Highway.

Politics.....

The Wilkie Elwood speech of official started a campaign that has already been simmering. The apparently spontaneous Wilkie clubs throughout the state have scared the Democrats. When J. Leonard Replogle, state boss of the Republicans, flew from New York and ordered all state and local Republicans, to withdraw so as to avoid local dog fights, they were still more unhappy. But when most of them refused, they breathed easier. In WPB Sidney calls challenged the Democratic party status of Charles F. Cox, who announced for Wilkie. Cox ran against Senator Andrews in the primary, signed the usual oath to support all nominees of the Demo party in order to get on the ballot. His orthodoxy had been suspected before. And in Tampa Mayor Chancy refused the communist party a permit to use a Tampa building for a political meeting—Pulley's Florida Letter.

**Illegal Bait Is
Shipped, Into State**

TALLAHASSEE, Aug. 22 (FWS)—A report that an out-of-state fish hatchery was shipping goldfish into Florida for use as live bait caused I. N. Kennedy, Executive Secretary of the State Commission of Game and Fresh Water Fish to remind Florida anglers that their use was illegal. The goldfish, Kennedy said, at times are not sold as goldfish, but are called various kinds of

666 checks
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Liquid-Tablets
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A Wonderful Liniment

NOTICE

Resumption of Sales of Land Under Chapter 18296 (Murphy Act) has been authorized by Trustees of Internal Improvement Fund.

**Make Application To
Geo. O. Butler, Agent
Court House**

minnows, and, in addition, are not always gold-colored.
"But they are still goldfish," he said, "and the game and fish laws of Florida, clearly state that goldfish cannot be used as bait. The laws also forbid the importation of any fresh water fish without a permit from the Commission of Game and Fresh Water Fish."
Goldfish are members of the carp family, which is very prolific. Kennedy pointed out that a likely danger was that unused goldfish "bait" discarded by anglers in streams or lakes would reproduce, spread rapidly, and become a menace.

Most folks are simply crazy about the radio and others who are plain crazy on it.

At The Theatres



James Cagney

**NEW CAGNEY MOUSTACHE
PASSES KISS TEST**

James Cagney's new mustache has passed its first movie kiss test, and while the judge has maintained discreet silence, the verdict of the jury was favorable. Ann Sheridan was the judge, other members of the cast and crew of the picture "Torrid Zone" the jury. The script called for Cagney to kiss Miss Sheridan fervently and lingeringly in a love scene. Various errors, mostly on the part of Andy Devine, a kissless by-stander in the scene, prolonged the test for five cameras takes.
"When it was ended, Miss Sheridan was bombarded with questions. How was the mustache? Miss Sheridan tried to escape. Did it tickle? Or did it scratch? but the jurors, especially the feminine, were persistent.
"I didn't," Miss Sheridan finally admitted, "even notice."
That, the jury decided, was evidence sufficient for a favorable verdict.

JOAN FONTAINE



Joan Fontaine in "Rebecca"

**JOAN FONTAINE
GIFTS THE CHILLS**

Joan Fontaine got more than her share of chilling inklings into screen horror technique during filming of "Rebecca," but it took an event not in the script, of the chiller to frighten her half to death. Miss Fontaine is co-starred with Laurence Olivier in "Rebecca."
The stage was set for bit of spooky business. Miss Fontaine was giving a tense interpretation of a young lady working up to a nervous breakdown, when a terrific crash abruptly halted everything.
As sundry assistants led the trembling Joan to a chair and

waved smelling salt, prop men found that some draperies being blown by a large fan had tangled with a five-gallon bottle of water, toppling it over. And a five-gallon water bottle makes a Grade A crash. Joan will testify.
The star got over her shakes in about ten minutes—but one of the hard-boiled prop men had to take the rest of the day off.

Some women who are agreeable about getting married soon forget about the agreeable part when they leave the altar.

**Summer Special
DURA-WAVE \$1.50
PERMANENT**

Other Waves \$3.50 up

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IMMEDIATE SERVICE

**Glades Beauty Center
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**It's Time
To Plant
YOUR GARDEN
AND FLOWERS
FRESH GARDEN
And
FLOWER SEED
Just Arrived**

**Lapp's
Canal Point, Florida**

**TO PROSPECTIVE
HOME BUILDERS**

The Geiger Lumber company stands ready to assist you in securing a loan through FHA to finance your home.

**UNDER TITLE 1, CLASS 3
Homes Costing \$2500 or LESS
WITH
15 YEARS TO PAY**

You'll like the way in which we go about securing your loan. You'll also like the many little details which we iron out for you without worrying you at all. Drop in today and let us explain the matter to you.

UNDER TITLE 1 AND TITLE 2

All loans in this group are handled right through our office here in Pahokee. Saving you a lot of time and trouble

**GEIGER LUMBER CO.
PHONE 2591 PAHOKEE, F. L. A.**

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of Burdine's New
YOUTH FLOOR
for boys and girls**
Music Informal Modeling Saturday August 24th
**Burdine's
MIAMI, FLORIDA**

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